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REPORT OF April 1984

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 52)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1984 | 292.6 | + 102.7 | + 54.1 | | | |
| 1983 | 189.9 | - 34.0 | - 15.2 | | | |
| 1982 | 223.9 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 993.8 | + 361.2 | + 57.1 | | | |
| 1983 | 632.6 | - 161.9 | - 20.4 | | | |
| 1982 | 794.5 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1984 | 1000.1 | + 568.0 | + 131.5 | | | |
| 1983 | 432.1 | - 144.7 | - 25.1 | | | |
| 1982 | 576.8 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 3144.4 | + 1724.4 | + 121.4 | | | |
| 1983 | 1420.0 | - 496.1 | - 25.9 | | | |
| 1982 | 1916.1 | | | | | |

*NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.

### DOLLAR TREND BY MONTH April 1984

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHIPMENTS | | | | | | | | | | | | | |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | | | | | | | | | 248.5 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 158.2 |
| 1982 MONTHLY | 116.0 | 187.0 | 267.6 | 223.9 | 229.1 | 272.4 | 256.1 | 290.2 | 411.1 | 382.9 | 280.3 | 190.7 | 198.6 |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | | | | | | | | | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| 1982 CUMULATIVE YTD | 116.0 | 303.0 | 570.6 | 794.5 | 1023.6 | 1296.0 | 1552.1 | 1842.3 | 2253.4 | 2636.3 | 2916.6 | 3026.3 | |
| ORDERS RECEIVED* | | | | | | | | | | | | | |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | | | | | | | | | 786.1 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 355.0 |
| 1982 MONTHLY | 330.7 | 412.5 | 596.1 | 576.8 | 303.1 | 235.2 | 198.6 | 188.4 | 384.4 | 138.1 | 129.3 | 84.2 | 479.0 |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | | | | | | | | | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.0 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| 1982 CUMULATIVE YTD | 330.7 | 743.2 | 1339.3 | 1916.1 | 2219.2 | 2454.4 | 2653.0 | 2841.4 | 3225.8 | 3363.9 | 3493.2 | 3577.4 | |
| CANCELLATIONS | | | | | | | | | | | | | |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | | | | | | | | | 13.3 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 5.0 |
| 1982 MONTHLY | 6.4 | 13.0 | 13.4 | 19.8 | 31.5 | 30.4 | 25.2 | 31.5 | 52.2 | 49.4 | 43.8 | 83.9 | 13.2 |
| ORDERS ON HAND (End of Month) | | | | | | | | | | | | | |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | | | | | | | | | 1396.0 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 491.8 |
| 1982 | 326.2 | 528.8 | 855.8 | 1097.0 | 1139.5 | 1058.2 | 960.8 | 827.5 | 748.6 | 354.6 | 159.8 | 116.4 | 702.0 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52 APRIL 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton-Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Parker Brothers
Park Plastics
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O